

2014 Matrix



The 2014 Matrix is all about having fun. Today.

Sit back, relax and have a great time exploring the city. From its stylish interior all the way to its 132 hp engine with incredible fuel efficiency, Matrix has everything you'd ever want in a car.

Whether you're going to the gym, helping a friend move or even going on a long road trip, you'll have all the cargo space you'd ever need. And better yet, you'll get to enjoy a sporty ride along the way.

Proudly built at our Cambridge Ontario assembly plant,⁷ Matrix not only comes standard with Toyota's Star Safety System™, it's also backed by the fact that 80% of Toyotas sold in Canada in the last 20 years are still on the road today.*

With all of this and more, the 2014 Matrix is here to make sure you always have a great time, today.

FRONT COVER
Matrix with S Package shown in
Nautical Blue Metallic.



Matrix with S Package
shown in Black Sand Pearl.

*Based on R. L. Polk Canadian Vehicles In Operation and new registrations MY 1993-2012 as of June 30, 2012.



Built in Canada

The 2014 Toyota Matrix is built at our Cambridge, Ontario assembly plant.
The first Canadian-built Matrix rolled off the line in 2002.⁷





It does what you do.

Versatility comes standard.

Matrix with S Package
shown in Nautical Blue Metallic.



With Matrix, the inside is just as impressive as the outside. With seats that can be configured to create more space, you'll never have to worry about fitting in larger objects. And with extra storage in the front and rear door pockets, a centre console and a host of other compartments, fitting in smaller objects will never be a problem. Combine that with comfort that's second-to-none and you've got yourself one great road trip.

SPACIOUS INTERIOR

Your day is not routine and neither is Matrix. With an easy-to-configure interior, it can handle whatever comes your way.



IMPRESSIVE CARGO SPACE

The 60/40 split rear bench seat folds down flat to give you an incredible 1398 litres (49.4 cubic feet) of cargo space.

DUAL GLOVE COMPARTMENT

From your important documents to your MP3 player, the dual glove compartment is comprised of two large, deep bins that keep whatever you need organized and close at hand.

OVERHEAD STORAGE

An available overhead storage compartment means you'll never sit on or lose your sunglasses again.





SEATING

Go first-class all the way. With large bolsters that hold the driver and front passenger firmly in place, these seats are designed for the utmost in comfort. And with a gated-shifter mounted high on the centre console, control is always in reach.



Sit back and enjoy the ride.

The drive isn't the only thing that's entertaining.

No matter where you're going, Matrix always keeps the drive fun and enjoyable. From its sleek exterior to its stylish interior, you and 4 passengers can look great and feel great - on any drive. Whether you're running errands,

commuting to work or going out with friends for a night on the town, Matrix has the comfort and entertainment to keep you moving - in more ways than one.



AVAILABLE MOONROOF
Moon, sun, stars, blue-sky, the best view might be the one that's above you.



USB PORT AND AUXILIARY AUDIO JACK
Plug your MP3/WMA players into the standard auxiliary audio input and bring your favourite driving tunes with you.

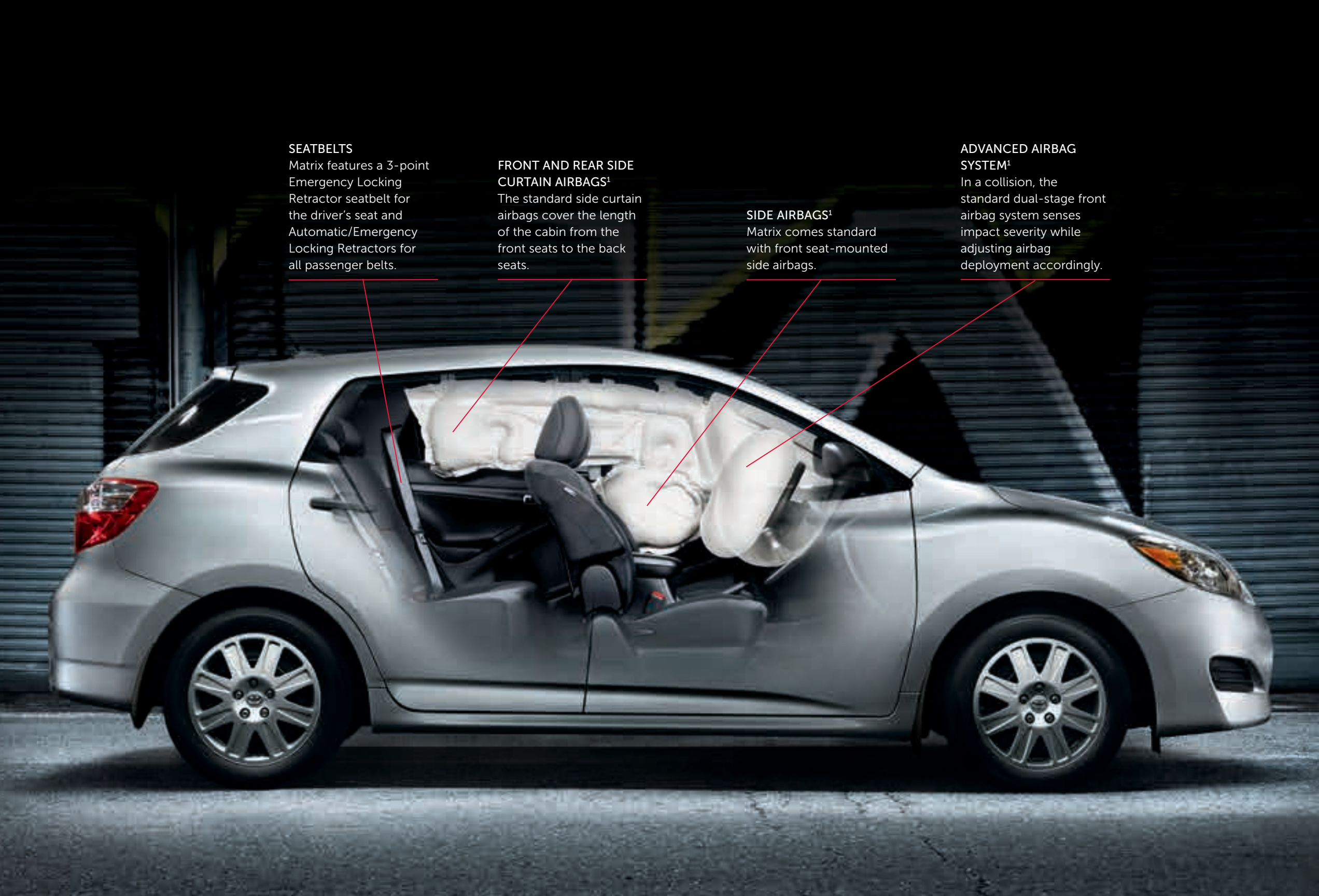
Did somebody say safety?

Because with Matrix, it's standard.

When it comes to sitting behind the wheel, confidence is key. Matrix has you covered by offering some of the most advanced active and passive safety equipment in the industry. And with the protection of 3-point seatbelts at every seating position, six standard airbags and front and rear crumple zones, confidence is exactly what you'll get.



ACTIVE FRONT HEADRESTS
In the event of a rear end collision, driver and front passenger headrests automatically move up and forward to help reduce whiplash effects.



SEATBELTS

Matrix features a 3-point Emergency Locking Retractor seatbelt for the driver's seat and Automatic/Emergency Locking Retractors for all passenger belts.

FRONT AND REAR SIDE CURTAIN AIRBAGS¹

The standard side curtain airbags cover the length of the cabin from the front seats to the back seats.

SIDE AIRBAGS¹

Matrix comes standard with front seat-mounted side airbags.

ADVANCED AIRBAG SYSTEM¹

In a collision, the standard dual-stage front airbag system senses impact severity while adjusting airbag deployment accordingly.



2014 Matrix comes standard with the Star Safety System™. This integration of active safety features is designed to protect occupants by helping drivers avoid accidents in the first place.

VSC VEHICLE STABILITY CONTROL

Helps prevent slips and loss of traction by reducing engine power and applying the brake force to the wheels that need it.⁴

TRAC TRACTION CONTROL

Helps maintain traction on wet, icy, loose or uneven surfaces by applying brake force to the spinning wheel(s).

ABS ANTI-LOCK BRAKE SYSTEM

Prevents brakes from locking up by "pulsing" brake pressure to each wheel to help you stay in control in emergency braking situations.

EBD ELECTRONIC BRAKE-FORCE DISTRIBUTION

Redistributes brake force to help keep the rear wheels from locking up during sudden braking situations.

BA BRAKE ASSIST

Detects sudden or "panic" braking and adds the full pressure needed to help prevent a collision.⁵

SST SMART STOP TECHNOLOGY

Smart Stop Technology is designed to reduce engine power when the brake is firmly applied helping to bring the vehicle to a stop, even if the accelerator pedal is fully depressed.⁶

Toyota was the first full-line manufacturer to make all of the elements of the Star Safety System™ standard on every new vehicle. Visit toyota.ca for more details.

Matrix Features

INTERIOR	Matrix	EXTERIOR	Matrix
ENTERTAINMENT & CONNECTIVITY		Front & Rear Splash Guards	●
AM/FM/CD Audio System, MP3/WMA Playback	●	Colour-Keyed Bumpers	●
Auxiliary Input Jack	●	Heated, Foldable, Power Adjustable Mirrors	●
4-Speakers	●	Intermittent Wipers, Rear Window Intermittent Wiper/Washer	●
Steering Wheel Audio Controls	●	Reflector-Style Halogen Headlamps	●
COMFORT & CONVENIENCE		SAFETY	
Cabin Air Filter, Rear Seat Heater Duct	●	Star Safety System™ – includes Vehicle Stability Control (VSC) ⁴ , Traction Control (TRAC), Anti-lock Brake System (ABS), Electronic Brake-force Distribution (EBD), Brake Assist (BA) ⁵ & Smart Stop Technology (SST) ⁶	●
Tachometer, Water Temperature Gauge, Outside Temperature Gauge, Dual Trip Odometer	●	Dual-Stage Driver & Front Passenger Airbag Supplemental Restraint System (SRS) ¹	●
Dual Vanity Mirrors	●	Front Seat-Mounted Side Airbags (SRS) ¹	●
3-Spoke, Tilt & Telescopic Steering Wheel	●	Front & Rear Head/Side Curtain Airbags (SRS) ¹	●
Carpet Floor Mats, All-Season Floor Mats	●	Active Front Headrests w/Whiplash Protection	●
Centre Console w/Lid, Front & Rear Door Integrated Bottle Holders	●	Front Seatbelt Pre-Tensioners & Force Limiters	●
Digital Clock	●	All-Position 3-Point Lap & Shoulder Belts	●
Driver's Coin Case Compartment	●	Front Seatbelt Anchor Height Adjusters	●
Cargo Area Tie-Down Rings	●	Anchor Points for Child Restraint Seats	●
Door Map Pockets	●	Child Protector Rear Door Locks	●
Accessory Power Outlet (12 V)	●	Engine Immobilizer	●
Front & Rear Cupholders	●	Remote Fuel Lid Release	●
Cargo Lamp	●	Low Fuel, Low Engine Oil Level, Low Washer Fluid, Door Ajar, Head Lamps On, Driver & Front Passenger Seatbelt Warning Indicators	●
Map Lamps	●		
Illuminated Entry	●		
SEATING & TRIM			
Front Bucket Seats	●		
Fabric Seat Material	●		
Driver Seat w/Recline, Fore/Aft & Cushion Height Adjustments	●		
Front Passenger Seat Recline, Fore/Aft Adjustments	●		
60/40 Split Rear Bench Seat w/Fold-Down Seat Back	●		
All-Position Vertically Adjustable Headrests	●		

Available Packages

	Matrix
Convenience Package	○
Air Conditioning, Power Windows w/Driver Side Auto Down, Cruise Control, Power Door Locks, Rear Bumper Protector, Keyless Entry, Colour-Keyed Door Handles, Power Auto Door Lock w/Shifter Activation (Automatic only), Bluetooth ^{®3} Hands-Free Phone Connectivity & Wireless Audio Streaming, USB Input Port, 6-Speakers	
Touring Value Package	○
Convenience Package plus: 16" Aluminum Alloy Wheels, Wheel Locks, Power Moonroof, Fog Lamps, Overhead Console Box	
S Package	○
Convenience Package plus: 17" Aluminum Alloy Wheels, Wheel Locks, P215/45R17 All-Season Tires, Power Moonroof, Roof-Mounted Spoiler, Sport Grille, Chrome Exhaust Tip, Colour-Keyed Mirrors, Front & Rear Sport Fascias, Scuff Plates, Fog Lamps, Front Passenger Seat Fold-Down Seat Back, Overhead Console Box, Cargo Area Mat (Delete Front & Rear Splash Guards)	
Auto-Dimming Rear View Mirror w/Compass	
Block Heater	
Bluetooth ^{®3}	
Bodyside Mouldings	
Bongiovi Acoustics DPS	
Cargo Liner	
Cargo Net	
Door Sill Protectors	
Exhaust Tip	
Hood Deflector	
Paint Protection Film	
Rear Bumper Protector	
Roof Rack	

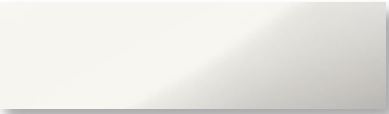
Genuine Accessories

Matrix Specifications

MECHANICAL	Matrix	DIMENSIONS	mm (in.)	Matrix
ENGINE		Length	4365 (171.8)	●
Type		Width	1765 (69.5)	●
1.8 Litre, 4-Cylinder, DOHC, 16-Valve, Dual Variable Valve Timing w/intelligence (Dual VVT-i), Sequential Multiport Electronic Fuel Injection	●	Height (Unloaded)	1550 (61.0)	●
Compression Ratio		Wheelbase	2600 (102.3)	●
10.0:1	●	Track	Front: 1519 (59.8)	●
Horsepower			Rear: 1522 (59.9)	●
132 hp @ 6000 rpm	●	Headroom	Front: 1029 (40.5)	●
Torque			Rear: 999 (39.3)	●
128 lb.ft. @ 4400 rpm	●		Front: 988 (38.9) w/Moonroof	○
			Rear: 982 (38.6) w/Moonroof	○
DRIVETRAIN		Legroom	Front: 1057 (41.6)	●
Drive Configuration			Rear: 919 (36.2)	●
Front Engine/Front Wheel Drive	●	Shoulder Room	Front: 1354 (53.3)	●
Transmission			Rear: 1336 (52.6)	●
5-Speed, Manual	●	Turning Circle	m (ft.)	
4-Speed, Automatic, Electronically Controlled Transmission (ECT)	○		11.0 (36.0)	●
		Ground Clearance	147.2 (5.8)	●
CHASSIS		WEIGHT & CAPACITIES		
Suspension		Curb Weight	kg (lb)	
Front: Independent MacPherson Struts w/Stabilizer Bar	●	Manual	1290 (2844)	●
Rear: Torsion Beam Type w/Stabilizer Bar	●	Automatic	1310 (2888)	○
Brakes		Seating Capacity	5	●
Ventilated Front Discs, Solid Rear Discs	●	Cargo Capacity	litres (cu.ft.)	
Steering			1398 (49.4) Behind Front Seats	●
Electric Rack & Pinion w/Variable Power Assist	●		561 (19.8) Behind Rear Seats	●
Wheels & Tires		Fuel Capacity	litres (gal)	
16" Steel Wheels w/Full Wheel Covers	●		50 (11.0)	●
17" Aluminium Wheels, Wheels Locks	○	FUEL CONSUMPTION RATING ²		
P205/55R16, All-Season Radials, Compact Spare	●	City/Highway/Combined	L/100 km mpg (imperial gallon)	
P215/45R17, All-Season Radials, Compact Spare	○	Manual	7.7/6.1/7.0	●
		Automatic	8.1/6.3/7.3	○

Colours

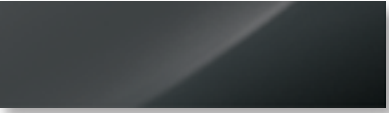
EXTERIOR COLOUR OPTIONS



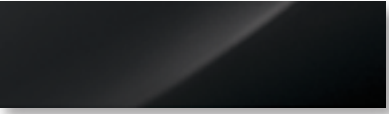
040 Alpine White



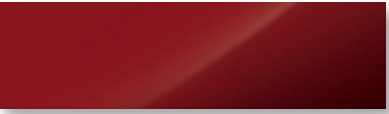
1F7 Classic Silver Metallic



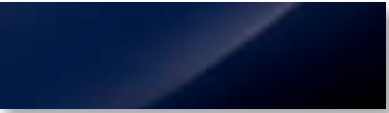
1G3 Magnetic Grey Metallic



209 Black Sand Pearl



3R3 Barcelona Red Metallic



8S6 Nautical Blue Metallic

INTERIOR COLOUR

Dark Charcoal Fabric

Please see your Toyota Dealer for details.

(1) All Toyota vehicles shown in this brochure have Supplemental Restraint Systems (SRS). For important safety information about the Supplemental Restraint System in a particular vehicle, please see the Owner's Manual or contact your local Toyota Dealer. (2) Fuel efficiency estimates were determined using approved Government of Canada Test Methods. Actual fuel consumption will vary based on driving habits and other factors. (3) Toyota tests certain Bluetooth[®] capable phones for compatibility with Toyota vehicles. Note that the recommendation of Toyota is not a warranty of the performance for any phone and that some problems may occur with any type of handset based on the phone software version or the service coverage available in your area. Some vehicles equipped with Bluetooth technology are available with bilingual compatibility. Please see your Toyota Dealer for details. (4) Vehicle Stability Control (VSC) is an electronic system designed to help the driver maintain vehicle control under adverse conditions. It is not a substitute for safe driving practices. Factors including speed, road conditions and driver steering input can all affect whether VSC will be effective in preventing a loss of control. Please see your Owner's Manual for further details. (5) Brake Assist is designed to help the driver take full advantage of the benefits of ABS. It is not a substitute for safe driving practices. Braking effectiveness also depends on proper brake-system maintenance and tire and road conditions. (6) Smart Stop Technology operates only in the event of certain simultaneous brake and gas pedal applications. When engaged, the system will reduce engine power to help the brakes bring the vehicle to a stop. Factors including speed, road conditions, driver input can all impact stopping distance. Smart Stop Technology is not a substitute for safe and attentive driving and does not guarantee instant stopping. Please see your Owner's Manual for further details. (7) Toyota Canada is proud to say that all Toyota vehicles built in Canada are made from Canadian and imported parts.

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Prius c



Prius



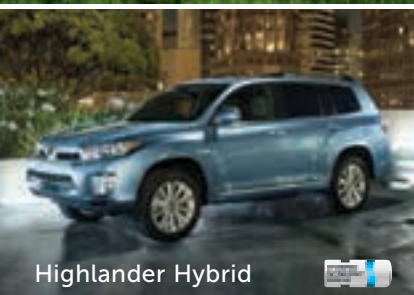
Prius Plug-in



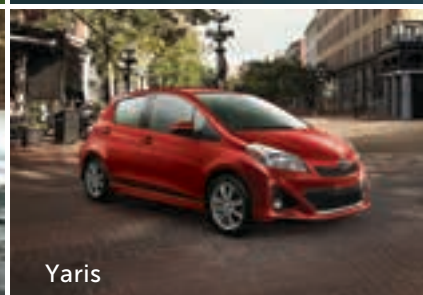
Prius v



Camry Hybrid



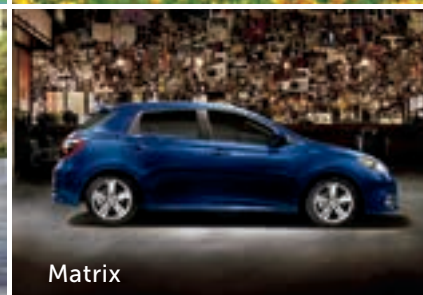
Highlander Hybrid



Yaris



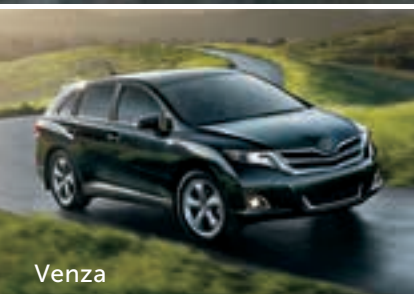
Corolla



Matrix



Camry



Venza



Avalon



Sienna



RAV4



Highlander



FJ Cruiser



4Runner



Sequoia



Tacoma



Tundra

At Toyota **quality**, **safety** and **sustainability** are built into every vehicle we make. To learn more about Toyota's commitment to manufacturing safe, high quality, long lasting vehicles – and to see the awards we've won for doing just that – visit toyota.ca.



Toyota recognizes its duty to safeguard the environment. Please recycle.
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